

2023 ECONOMIC REPORT SOUTHWEST REGION



MISSOURI
DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

The Southwest Region is comprised of seven counties in the southwest corner of Missouri. This region is home to several cities including Joplin, Neosho, and Monett.

The Southwest Region workforce has more than 131,400 employees, making up 4.4 percent of Missouri's employment. In 2022, 45.0 percent of the workforce was female and 55.0 percent was male. The regional average unemployment rate in 2022 was 2.4 percent.

The workforce is getting older in the Southwest Region, a trend continuing throughout Missouri and the U.S. In 2022, 23.3 percent of the workforce was age 55 or older, up from 20 percent a decade earlier.

For the region, 10.2 percent of the workforce was non-white and 9.1 percent was Hispanic or Latino. This compares to the state averages of 18.1 percent non-white and 4.9 percent Hispanic or Latino.

In the Southwest Region, 7.8 percent of the population (ages 18 to 64) speaks a language other than English at home. By comparison, Missouri was at 7.1 percent and the U.S. was at 23.7 percent.

The Southwest Region has a slightly higher percentage of the population with a disability compared to the state and the nation. For the Southwest Region, 14.3 percent of the population has a disability compared to 12.3 percent in Missouri and 10.3 percent in the U.S.

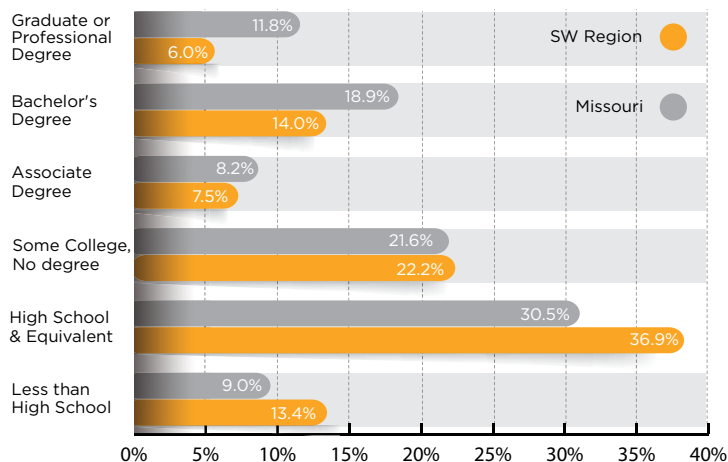
Workforce Demographics

	SW Region	Missouri	Nationwide
Average Monthly Employment in 2022	131,444	2,984,340	158,291,000
Average Unemployment Rate in 2022	2.4%	2.5%	3.6%
Male	55.0%	51.1%	51.5%
Female	45.0%	48.9%	48.5%
Non-White	10.2%	18.1%	24.2%
Hispanic or Latino	9.1%	4.9%	17.4%
Ages 55 and Older	23.3%	22.5%	22.8%
With Disabilities (Ages 18-64)	14.3%	12.3%	10.3%
Below Poverty Levels (Ages 18-64)	15.9%	12.5%	11.7%
Language other than English (Ages 18-64)	7.8%	7.1%	23.7%
Education of Associate Degree or Higher	27.5%	38.9%	42.4%
Veterans (Age 18-64)	5.5%	4.9%	4.5%

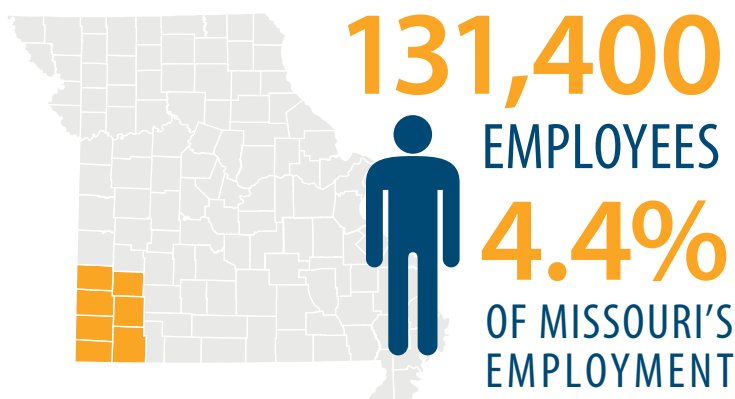
SOURCES: CENSUS ACS 2021-5YR EST.; LEHD 2ND QUARTER; BLS LAUS 2022

Educational attainment rates for the Southwest Region are lower than those of the state for bachelor's or advanced degrees. Twenty-eight percent of the region's population, age 25 and older, has an associate, bachelor's, or advanced degree compared to 39 percent for the state, and about 42 percent for the nation. About 13.4 percent of the region's population of age 25 and older has less than high school education.

Educational Attainment



SOURCE: US CENSUS BUREAU, ACS 2021 5-YEAR ESTIMATES

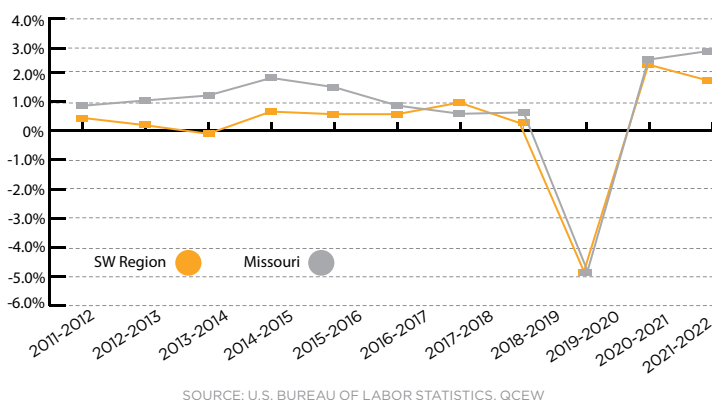


SOUTHWEST REGION

INDUSTRY ANALYSIS

The Southwest Region averaged over 112,600 jobs in 2022. The region gained 1,890 jobs, an increase of 1.7 percent, from 2021 to 2022. From 2018 to 2022, the Southwest Region averaged -0.2 percent compound annual growth for an overall decrease of -0.9 percent. During that same period (2018-2022) Missouri had a compound annual employment gain of 0.2 percent for an overall gain of 0.9 percent.

Southwest Employment Annual Growth Rate



Manufacturing is the largest employing industry in the region at almost 23,600 jobs. *Health Care and Social Assistance* is the second largest industry in the region with about 15,000 jobs. *Retail Trade* gained 739 jobs from 2018 to 2022, with a compound annualized growth rate of 1.1 percent.

Educational Services declined by 685 in employment from 2018 and 2022. *Accommodation and Food Services* gained 775 jobs at a compound annual growth rate of 1.7 percent from 2018 to 2022. Several industry sectors in the Southwest Region lost employment between 2018 and 2022, including *Health Care and Social Assistance*; *Administrative and Support and Waste Management and Remediation Services*; *Educational Services*; *Manufacturing* and *Public Administration*.

Southwest Region Top Employing Industries

Industry	Employment		2018-2022		2021 Annual Wages
	2018	2022	Net Change	Empl. CAGR	
Manufacturing	23,871	23,578	-293	-0.25%	\$51,708
Health Care & Social Assistance	16,272	14,957	-1,315	-1.7%	\$54,216
Retail Trade	13,667	14,406	739	1.1%	\$35,868
Accommodation & Food Services	8,833	9,608	775	1.7%	\$20,544
Educational Services	9,485	8,800	-685	-1.5%	\$37,380
Transportation & Warehousing	7,048	8,027	979	2.6%	\$51,936
Construction	4,936	5,380	444	1.7%	\$52,440
Professional, Science, & Tech. Servs.	3,509	4,783	1,274	6.4%	\$66,060
Wholesale Trade	4,144	4,527	383	1.8%	\$62,484
Administrative Support & Waste	5,507	4,401	-1,106	-4.4%	\$38,340
Other Services (ex. Public Admin.)	2,859	2,921	62	0.4%	\$35,076
Public Administration	2,729	2,697	-32	-0.2%	\$33,768

SOURCE: LEHD QWI, 2018-2022 QUARTER 3 DATA

LOCATION QUOTIENT

To understand the major industries within a region, an analysis of industry concentration or clustering can be useful. The Location Quotient (LQ) describes the concentration of an industry in a geographic region, in relation to the nation, with 1.0 being the national average. Industries with higher than 1.0 LQ indicate a concentration.

The Southwest Region has higher concentrations in *Food Manufacturing*; *Animal Production and Aquaculture*; *Truck Transportation*; *Fabricated Metal Manufacturing*; and *Gasoline Stations and Fuel Dealers*.



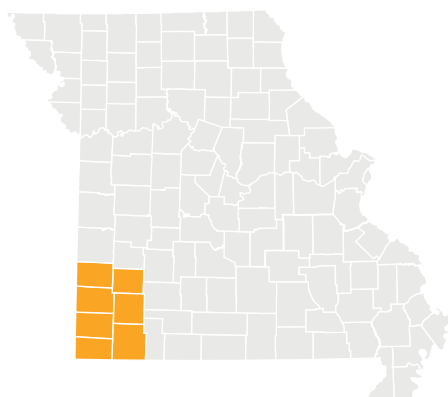
2022 Southwest Region Location Quotients

Industry	Employment	Location Quotient
Food Manufacturing	9,054	7.1
Animal Production & Aquaculture	1,060	5.3
Truck Transportation	4,965	4.2
Fabricated Metal Product Manufacturing	3,049	2.8
Gasoline Stations & Fuel Dealers	2,083	2.7
Electrical Equip. & Appliance Manufacturing	805	2.6
General Merchandise Retailers	5,187	2.2
Wood Product Manufacturing	439	1.4
Motor Vehicle & Parts Dealers	2,040	1.4
Building Material & Supplies Dealers	1,419	1.3
Utilities	545	1.3
Warehousing & Storage	1,844	1.3
Nonmetallic Mineral Product Manufacturing	398	1.3
Repair & Maintenance	1,200	1.2
Food Services & Drinking Places	9,188	1.1

SOURCE: U.S. BUREAU OF LABOR STATISTICS, QUARTERLY CENSUS OF EMPLOYMENT AND WAGES 2022

SOUTHWEST REGION

Projected growth in industry helps to identify future employment needs for an area. Projections indicate that the largest industry growth in the Southwest Region from 2020-2030 will be in the *Truck Transportation; Educational Services; Warehousing and Storage; Professional, Scientific, and Technical Services; and Hospitals* industries.



Southwest Region Largest Growth Industries 2020-2030

Industry	Employment		Change	
	2020 Estimated	2030 Projected	2020-2030 Numeric	Percent
Truck Transportation	3,488	4,600	1,112	31.9%
Educational Services	8,996	10,041	1,045	11.6%
Warehousing & Storage	1,280	2,163	883	69.0%
Professional, Scientific, & Technical Services	3,406	3,902	496	14.6%
Hospitals	6,131	6,507	376	6.1%
Ambulatory Health Care Services	4,167	4,465	298	7.2%
Specialty Trade Contractors	2,605	2,871	266	10.2%
Couriers & Messengers	503	761	258	51.3%
Heavy & Civil Engineering Construction	719	846	127	17.7%
Amusement, Gambling, & Recreation Industries	507	618	111	21.9%

SOURCES: MERIC INDUSTRY PROJECTIONS, 2020-2030

PROJECTED GROWTH BY INDUSTRY HELPS TO IDENTIFY FUTURE EMPLOYMENT NEEDS FOR AN AREA.

OCCUPATIONAL PROJECTIONS

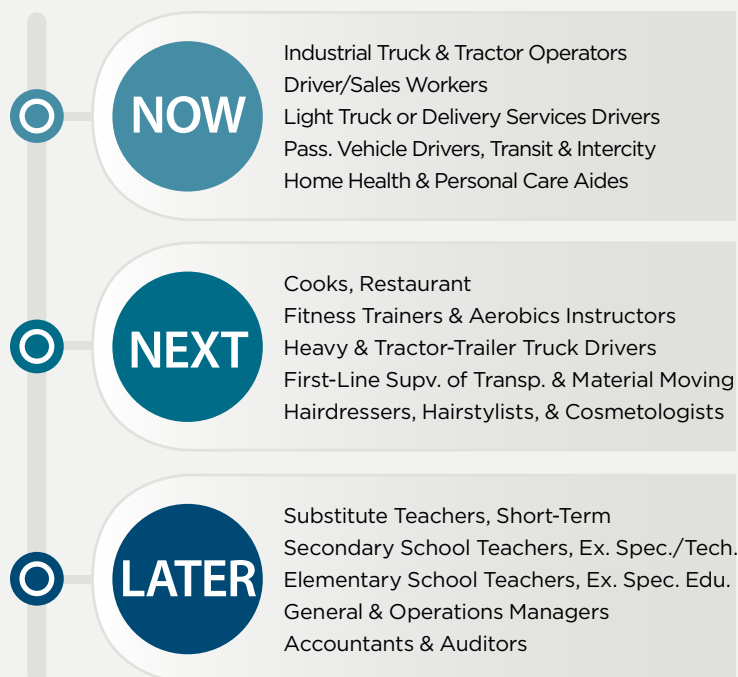
MERIC produces occupational projections that estimates labor demand over a 10-year period. MERIC categorizes these occupations using its Now-Next-Later method to help job seekers understand the training, education, and experience requirements for various occupations.

Now jobs typically require short-term on-the-job training, little to no experience, and/or a high school diploma. **Now** occupations with the most projected openings are *Fast Food and Counter Workers; Retail Salespersons; and Cashiers. Industrial Truck and Tractor Operators; Driver/Sales Workers; and Light Truck or Delivery Services Drivers* are projected to be the fastest growing **Now** occupations over the next decade.

Next jobs typically require a non-degree certificate, associate degree, apprenticeship, some experience, or moderate- to long-term training. *Heavy and Tractor-Trailer Truck Drivers; Cooks; and Food Batchmakers* are projected to have the most openings for the **Next** category of occupations. *Cooks; Fitness Trainers and Aerobics Instructors; and Heavy and Tractor-Trailer Truck Drivers* are the fastest growing **Next** occupations.

Later jobs typically require a bachelor's degree or higher. For **Later** occupations, *General and Operations Managers, Registered Nurses, and Secondary School Teachers* are projected to have the most openings. *Substitute Teachers; Secondary School Teachers; and Elementary School Teachers* are the fastest growing **Later** occupations.

Southwest Region Fastest Growing Occupations



NOTE: OCCUPATIONS WITH ANNUAL TOTAL OPENINGS OF LESS THAN 50 ARE OMITTED
SOURCE: MERIC OCCUPATIONAL PROJECTIONS, 2020-2030

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Southwest Region Long-Term Occupational Projections by Top Openings

Occupation	2020 Estimated Employment	2030 Projected Employment	Growth Openings	Exits	Transfers	Total Openings	Median Wages
NOW							
Fast Food & Counter Workers	3,532	3,845	31	358	390	779	\$20,664
Retail Salespersons	3,502	3,487	-2	195	289	482	\$24,175
Cashiers	2,763	2,579	-18	227	256	465	\$22,390
Home Health & Personal Care Aides	3,171	3,666	50	219	194	463	\$23,371
Laborers & Freight, Stock, & Material Movers, Hand	3,123	3,309	19	141	280	440	\$29,044
NEXT							
Heavy & Tractor-Trailer Truck Drivers	4,045	5,018	97	186	307	590	\$44,621
Cooks, Restaurant	1,182	1,663	48	84	122	254	\$22,285
Food Batchmakers	1,592	1,580	-1	74	118	191	\$31,413
Sales Rep. of Services, Ex. A, I, FS, & T	1,157	1,293	14	31	108	153	\$48,787
Maintenance & Repair Workers, General	1,483	1,567	8	54	89	151	\$37,378
LATER							
General & Operations Managers	2,175	2,407	23	46	142	211	\$62,057
Registered Nurses	2,960	3,109	15	81	76	172	\$47,737
Secondary School Teachers, Ex. Spec. & Tech. Edu.	1,446	1,625	18	41	62	121	\$39,979
Elementary School Teachers, Ex. Spec. Edu.	1,067	1,194	13	35	45	93	\$42,581
Substitute Teachers, Short-Term	586	680	9	38	34	81	\$24,381

SOURCE: MERIC OCCUPATIONAL PROJECTIONS 2020-2030

ONLINE JOB POSTINGS

Job postings are an indicator of demand and opportunities in an area, and can assist individuals seeking job opportunities in current in-demand occupations. According to information based on online job posting data collected and aggregated by Lightcast™ for the Southwest Region, jobs like *Registered Nurses*; *Heavy and Tractor-Trailer Truck Drivers*; and *Retail Salespersons* had a high number of job postings in the region during the last year.

Southwest Region Top Five Online Job Postings in Now-Next-Later Classification

Occupation Title	Online Job Postings
NOW	
Retail Salespersons	760
Laborers & Freight, Stock, & Material Movers, Hand	470
Home Health & Personal Care Aides	450
Fast Food & Counter Workers	420
Customer Service Representatives	320
NEXT	
Heavy & Tractor-Trailer Truck Drivers	870
First-Line Supervisors of Retail Sales Workers	490
Food Service Managers	410
Production Workers, All Other	370
Licensed Practical & Licensed Vocational Nurses	350
LATER	
Registered Nurses	1640
Managers, All Other	250
Medical & Health Services Managers	250
Physicians, All Other	230
Physical Therapists	170

SOURCE: LIGHTCAST™, ONLINE JOB ADS FROM MAY 1, 2022 - APRIL 30, 2023

This report was prepared by the staff of the Missouri Economic Research and Information Center (MERIC) as part of the Missouri Workforce Report. All data in this report was current at the time of publication and is subject to revision. Additional details on data sources can be found in the full report. This workforce solution was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership.